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<b>Purpose</b>	Provide guidance on targeting services to and reaching unserved populations as identified through caseload planning process
<b>Minimum Requirements</b>	<p>Minimum requirements for outreach and targeting are specified in the Federal Regulations for the WIC Program. The minimum requirements for outreach and targeting include the following:</p> <ol style="list-style-type: none"><li>1. The State Agency and local agencies are to cooperatively inform eligible persons of the availability of WIC Program benefits.</li><li>2. The following information shall be publicly announced by both the State Agency and the local agencies at least one time per year.<ol style="list-style-type: none"><li>a. Eligibility criteria for participation</li><li>b. Location of local agencies operating the Program</li><li>c. The institutional conditions to be met by homeless facilities in order to serve participants residing in these facilities</li></ol></li><li>3. The above information is to be distributed to offices and organizations that work with potentially eligible persons.<ol style="list-style-type: none"><li>a. Organizations include health and medical organizations, hospitals and clinics, welfare and unemployment offices, social services agencies, farmworker organizations, Indian tribal organizations, homeless facilities and religious and community organizations in low income areas.</li></ol></li><li>4. Retain a copy of each public announcement and a list of media to which the announcement was sent for a period of 3 years.</li><li>5. For more information on public notification see Volume I, Section K.</li></ol>
<b>Outreach and Targeting Plan</b>	<p>The State Agency and local agencies should cooperatively plan outreach and targeting actions. An outreach task force may be used to direct the state and local efforts.</p> <ol style="list-style-type: none"><li>1. Program funding or changes in funding available for the state may affect the outreach and targeting plans for the State Agency and local agencies.<ol style="list-style-type: none"><li>a. When statewide funding is available to serve additional participants, outreach and targeting efforts on the state and local level may exceed the minimum requirements stated above.</li><li>b. If funding is limited and/or waiting lists are in place, outreach efforts may consist of the minimum requirements outlined above.</li></ol></li><li>2. Information gathered in the caseload planning process should be used to develop an outreach and targeting plan.</li></ol>

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3. Suggested steps to follow when developing a plan include:
    - a. From caseload planning, identify the target population.
    - b. Define goals and objectives for serving this population.
    - c. Identify barriers to reaching/serving this population and determine how to overcome the barriers.
    - d. Develop a targeting/outreach plan.
    - e. Implement and evaluate the targeting/outreach plan.
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**Services  
Coordination**

Integration and coordination of services may improve outreach and targeting efforts. For more information on services coordination see Volume I, Section M.

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